

RMS
89E

8 pp.

5000 - Western Sales Area

From: 5800 - Houston Region (MYERSL)
 To: 5000 - Western Sales Area
 Cc: James, Alan R; Garlington, Robby R; Surman, William E
 Subject: Buy-Down Execution Test - Austin
 Date: Friday, June 13, 1997 5:42PM

<<File Attachment: RETBDEXC.DOC>> <<File Attachment: BDTRACK.DOC>>
 TO: John Ellegate

Dear John:

Attached are the initial results from Robby on his Buy Down Execution Test in the Austin Division. It appears this test was a worthwhile endeavor. What can we do to have banners placed in the P.O.S. kits? Are Sales Area PDI budgets still available to purchase banners?

Robby only mentions 30 accounts, but over 360 accounts were shipped kits. Robby has since been in another 50 to 60 accounts with the same basic results.

Sincerely,

R. P. Dotson

cc: Rick Sanders
 Robby Garlington
 Alan James
 Bill Surman

cc: JUM
 CAC
 ATP is new.

Interested in test and results - will keep you posted on results of next round.

cc Denny Baumgartner
 Can we accomplish * above?

RSM's
 Tim?
 Dan
 Looks like
 Grant takes
 to me to some
 Administer time
 Done